

Correlation of logistics and marketing functions in modern Russia

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Abstract

The aim of the article is to consider the correlation of logistics and marketing functions, which consists in the rather simple phrase: Marketing creates support and increases the demand and Logistics provides it by creating of various systems and schemes of goods traffic (rival and non-rival form) and controlling their passage. The relevance is that for successful modern business management there is a need to establish an effective system of interaction between marketing and logistics, which requires paying attention to the problems arising in the framework of this cooperation, as well as on the possibility of leveling.

Keywords

Control, Design, Logistics, Management, Marketing, Merchandising, Planning, Supply

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